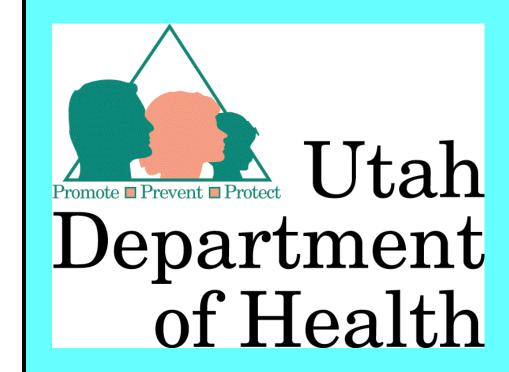
Making Consumer Healthcare Reports Understandable for the General Public and Actionable for Hospitals



Mike Martin, MBA, Carol Masheter, PhD, Lori Brady, Keely Cofrin, PhD and Wu Xu, PhD

Utah Department of Health



Introduction

Utah Senate Bill (SB) 132 "Health Care Consumer's Report" requires Utah's Health Data Committee (HDC) to publish annual hospital comparison reports based on charges, quality and patient safety. The HDC has released a series of topical hospital comparative reports tailored for the general population.

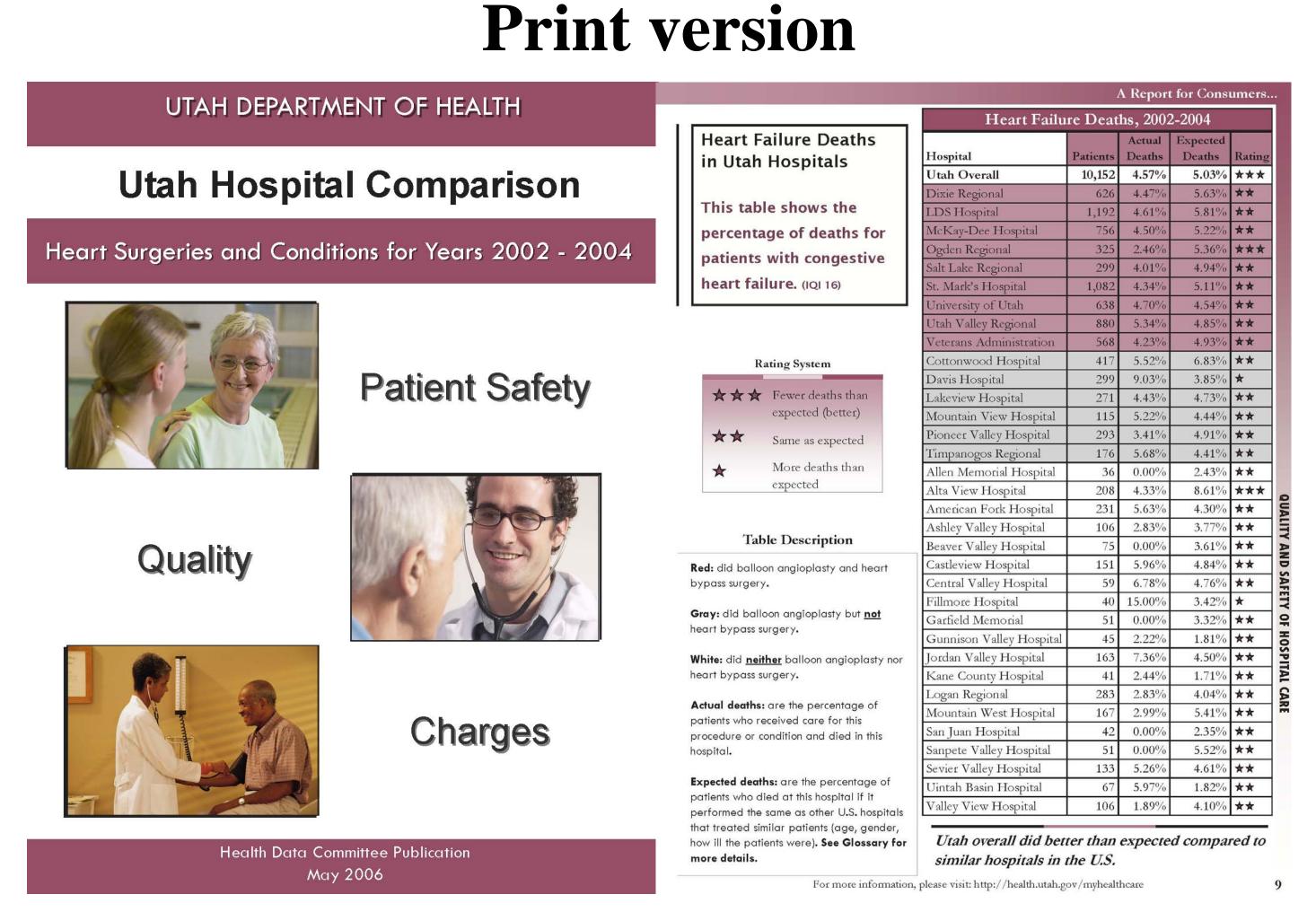
Method

To make the reports scientifically sound and reader-friendly for consumers, we have developed the following management process:

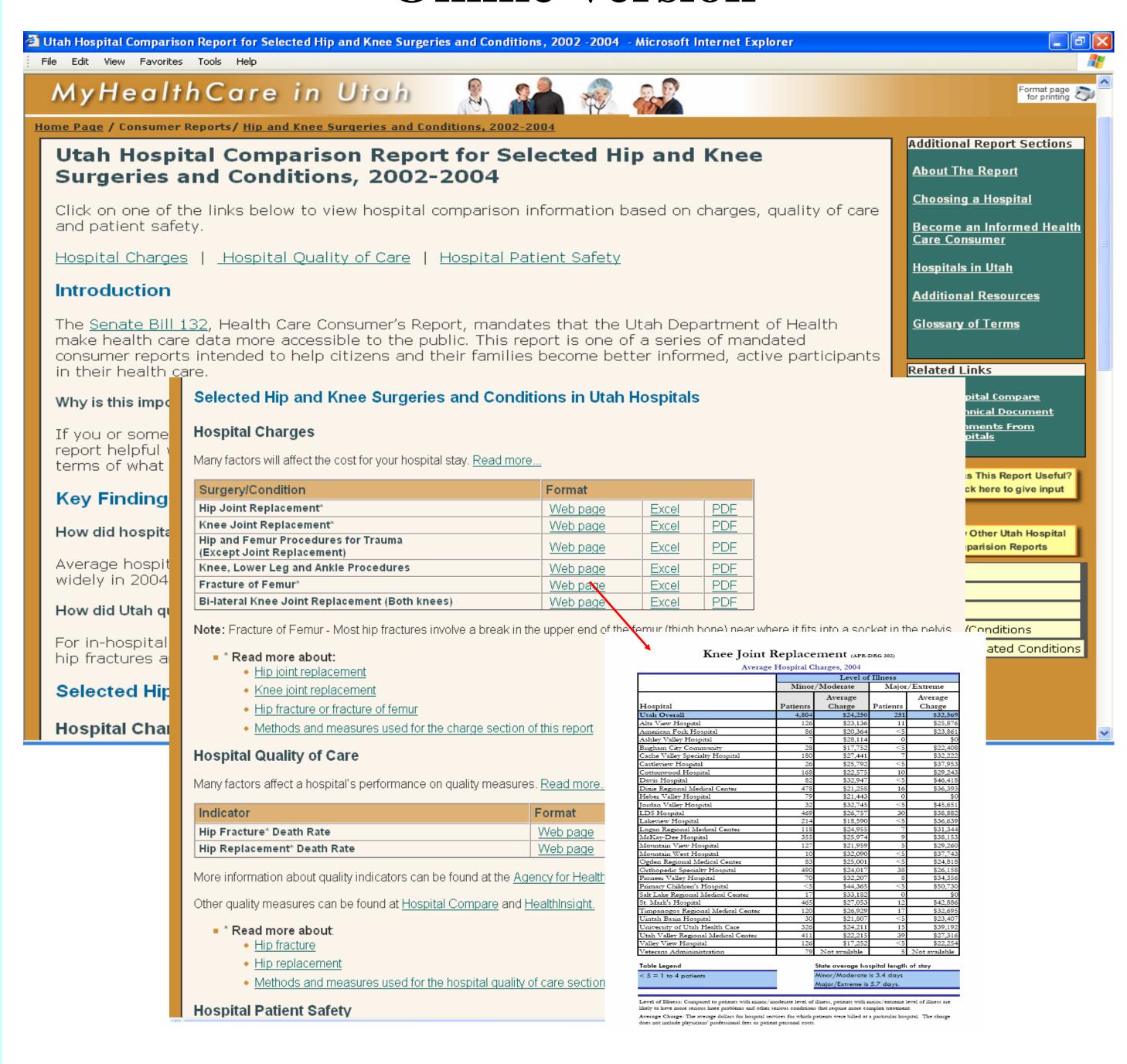
- 1. Advice by task force representing consumers, hospitals, professionals and public health
- 2.Obtain provider buy-in: consult with topic experts and obtain clinical review of the report
- 3. Obtain consumer buy-in: ensure readability through consumer focus group testing
- 4.Stimulate hospital QI efforts: invite hospital review of the data and pre-release comments
- 5. Active dissemination: promote online reports via news release and targeted distribution
- 6.Acquire post-release feedback: utilize public comments for improving future publications.

Note: Reports use nationally recognized measures including APR-DRGs, Inpatient Quality Indicators and Patient Safety Indicators.

Report Samples



Online Version



"The Utah Department of Health is committed to publishing reports that empower patients and families to become actively involved in their health care."

David N. Sundwall, M.D. Executive Director

Execution

The office has successfully released four new topic-specific reports including an updated maternity report.

Maternity and Newborns (2)
Heart Surgeries and Conditions (1)
Hip and Knee Surgeries and Conditions (1)
Pneumonia Hospitalizations (1)

A total of six focus groups were held in 2005-2006 to receive formal input prior to the reports being released.

All major newspapers, radio and TV stations in Utah reported the release of each report.

Conclusions

Focus group and post-release feedback has confirmed that consumers are using the reports for health care decisions.

Several hospitals stated that the reports are useful and have inspired quality improvement.

All of the reports will be updated in 2007, as well as releases focusing on gall bladder procedures and general surgeries.

Shared knowledge with other states currently active in public reporting is essential for continued implementation.

Reports can be directly accessed at MyHealthCare in Utah Web site:

http://health.utah.gov/myhealthcare